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Books


**Journals**


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14. IDMA, Annual Publication-2003


24. MAT-NOV-2011.


26. ORG-IMS-Aug-2011

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1. Pharma pulse
2. Business world
3. American Association of Dermatology (AAD)
4. British Medical Journal
5. Economic Times.
6. Business Today
7. The Hindu
**Primary Data**

- Primary data have been collected from the Medical representatives and Doctors in Tamil Nadu with the help of an interview schedule.

**Secondary Data**

- Secondary data have been collected from the books, reports, Journals and web sites.

1) IMS MIDAS Quantum, moving annual total (MAT) December 2011.

2) IMS Health Asia Pvt Ltd, Singapore, New Products and Markets Fuel Growth in 2011.

3) IMS National Prescription Audit Plus

4) IMS Heath, National Sales.

5) ORG – IMS, August 2005.

6) IDMA, Annual Publication (various years) for export and import figures in rupees. These have been converted to $ figures by using the average exchange rates for the relevant financial years obtained from Reserve Bank of India, Handbook of Statistics on Indian Economy, 2010-11 (accessed from www.rbi.org.in). - The WTO and India’s Pharmaceuticals Industry by Sudip Chaudhuri Pulis: Oxford: 2011.